# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Shield Icon – Faculty General Use</td>
<td>4</td>
</tr>
<tr>
<td>Shield Icon – College Specific</td>
<td>5</td>
</tr>
<tr>
<td>Colour Palettes</td>
<td>6</td>
</tr>
<tr>
<td>Visual Structure - Faculty General Use</td>
<td>7</td>
</tr>
<tr>
<td>Visual Structure - College Specific</td>
<td>8</td>
</tr>
<tr>
<td>Typography</td>
<td>9</td>
</tr>
<tr>
<td>Photography</td>
<td>10</td>
</tr>
<tr>
<td>Applications</td>
<td>11-16</td>
</tr>
<tr>
<td>Grayscale Applications</td>
<td>17</td>
</tr>
<tr>
<td>Files included</td>
<td>18</td>
</tr>
</tbody>
</table>
This guide should be used as a reference tool for the development of all University of Manitoba Rady Faculty of Health Sciences (RFHS) communications materials.

The standards outlined in the following pages reflect university policy and have been developed to ensure that the RFHS visual identity is effectively represented to all external and internal audiences. Responsibility for ensuring the integrity of the RFHS and University of Manitoba visual identity resides with the External relations Office. Any questions regarding these guidelines should be directed to:

External Relations
University of Manitoba, Bannatyne Campus
(204) 789-3427
fhcomm@umanitoba.ca
SHIELD ICON – Faculty General Use

The RFHS Shield Icon was developed to give the faculty its own unique identifier, while drawing visual connections to the overall U of M visual identity. It uses the curved shape and internal divisions of the University of Manitoba crest to create a unique identifier that forms the basis for the visual structure of the RFHS.

The icon pictured below is the Faculty General Use version. It should be present in all internal and external faculty communications. It’s role in the RFHS visual structure is outlined on page 7.

The blue tones used here are based on colours from the University of Manitoba brand palette. Blue is associated with depth and stability, and symbolizes trust, loyalty, wisdom, confidence and intelligence.
SHIELD ICON – *College Specific*

The College Specific Icons are based on the same structure as the Faculty General Use Icon. Each college receives its own unique colour icon, with all colours based on the University of Manitoba colour palette.

- **DR. GERALD NIZNICK COLLEGE OF DENTISTRY**
- **MAX RADY COLLEGE OF MEDICINE**
- **COLLEGE OF NURSING**
- **COLLEGE OF PHARMACY**
- **COLLEGE OF REHABILITATION SCIENCES**
COLOUR PALETTES

Detailed below are the CMYK breakdowns of the colours used in the RFHS Shield Icon suite. Only use supplied vector files when placing specific icons into the RFHS visual structure.

Faculty General Use

College Specific

DR. GERALD NIZNICK COLLEGE OF DENTISTRY

MAX RADY COLLEGE OF MEDICINE

COLLEGE OF NURSING

COLLEGE OF REHABILITATION SCIENCES

COLLEGE OF PHARMACY

Faculty General Use

College Specific

Faculty General Use

College Specific

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College Specific
VISUAL STRUCTURE – Faculty General Use

The RFHS visual structure is a template that integrates the RFHS Shield Icon, typography, photography, colour and clean space into a consistent framework. The structure is unique to the Faculty, and should be applied on all RFHS communications.

Icon Placement
The Shield Icon should always be placed in the top right corner of the layout. It is the anchor of the entire structure, and the divisions it creates (along with the gradient enclosure) allow for areas of clean white space.

Colour Bar
The colour bar appears below the gradient enclosure, and overlays onto the content area. The height of the bar is always based on the height of the horizontal division in the Shield Icon, while the width is determined by the gradient enclosure. Bar colour should always correspond with the colour of the Shield Icon.
VISUAL STRUCTURE – College Specific

For communications from a specific college, the visual structure of RFHS remains constant, with a few key differences. The colour of the Shield Icon changes based on which college the communication is from, and additional identifiers are incorporated into the structure (see College of Nursing example below).

College Specific Identifier
The college in question should be identified with a label next to the Shield Icon. This copy line should always be set in Knockout HTF34 JuniorSumo, with all caps activated.

See page 9 for more information on RFHS typography.

College Specific URL
On college specific materials, the URL should be adjusted to reflect the correct college home page address.
TYPOGRAPHY

The RFHS visual identity is intrinsically tied to the University of Manitoba visual identity, and as such uses the same three fonts. To further differentiate from the communications of other faculties, the RFHS focuses on only one weight of the Knockout font: HTF34 Junior Sumo. This weight of Knockout should be used as the primary headline font on all RFHS communications. Minion Pro should be used for support and subheads. Myriad Pro is to be used for body copy.

Primary headline font

Knockout

HTF34 JUNIOR SUMO

Secondary font

Minion Pro

Body copy font

Myriad Pro

abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

Myriad Pro Bold
PHOTOGRAPHY

Photography is a cornerstone of the RFHS visual identity, and an extension of the University of Manitoba visual identity proper. In addition to showcasing the faculty and students, the photography will also serve to differentiate between colleges and disciplines within the RFHS.

Below are some general guidelines to consider in planning photo shoots or acquiring stock photography:

- For mass-market advertising, use only professionally produced images of high quality.
- Avoid/remove logos on clothing, equipment, etc. Avoid heavily patterned clothing.
- People depicted should be representative of the diversity of people who attend and teach at the RFHS.
- In studio shots, strive for comfortable, real, honest expressions and poses.
- Images should be fresh, clean, contemporary and forward looking.
- Strive for simplicity and authenticity wherever possible; strive for beauty always.
- Capturing real, honest emotion and expression is vital. Always strive to capture a “moment” in which the subject is projecting something real, candid.
- Stock photography must be of high quality. Care must be taken to see that nothing is represented that is not authentic to the University of Manitoba.
APPLICATIONS – *Faculty General & College Specific*

*Example:*
Strategic Plan document
APPLICATIONS – College Specific

Example:
Event Poster

Note: Poster layout can incorporate a white border around the outer edge. It is an example of how the template can be adapted in a situation where full bleed printing is unavailable.
APPLICATIONS – College Specific

Example:
Web Banner
College of Rehabilitation Sciences
Extracellular Traffic of Oncogenes -
Biological And Clinical Implications In Cancer

MONDAY, JANUARY 13, 2017 | 12:00 - 1:00 PM
Theatre C | Basic Medical Science Building | Bannatyne Campus

JANUSZ RAK, MD, PhD
Jack Cole Chair in Pediatric Hematology/Oncology Professor
Department of Pediatrics
McGill University Montreal Children's Hospital
The Research Institute of the McGill University Health Centre

Sponsored by the Office of the Vice-Dean Research
Rady Faculty of Health Sciences

umanitoba.ca/healthsciences
Ongomiizwin - Indigenous Institute of Health and Healing

Visual Palette

**Note:** This is not considered *branding* and any visual identifiers *should not* be considered 'logos' or used as such.
Rady Faculty of Health Sciences

Ongomiizwin—Indigenous Institute of Health and Healing

primary application

Indigenous Institute of Health and Healing

Ongomiizwin—Health Services

Secondary Application

Indigenous Institute of Health and Healing

Ongomiizwin—Health Services

Indigenous Institute of Health and Healing

Ongomiizwin—Research

Indigenous Institute of Health and Healing

Ongomiizwin—Education
Water/stream
Path
Braid/coming together 3 streams
Moving forward
Advancing the goals of Ongomiizwin
12:00 PM - Opening Prayer and Ceremony

1:00 PM - Honouring the Voices documentary screening

2:00 PM - Book Launch: Moving Aboriginal Health Forward: Discarding Canada's Legal Barriers, by Dr. Yvonne Boyer

TUESDAY, NOVEMBER 24, 2015

Brodie Centre Atrium • Bannatyne Campus • University of Manitoba

The Manitoba First Nations Centre for Aboriginal Health Research (MENCAHR) is celebrating the last 40 years of First Nations, Metis, Inuit and Indigenous health research in Manitoba. Join us as we celebrate those who have made this intriguing journey possible through the collective strength, resiliency and commitment to transform health research to what it is today.

12:00 PM - Opening Prayer and Ceremony
1:00 PM - Honouring the Voices documentary screening
2:00 PM - Book Launch: Moving Aboriginal HealthForward: Discarding Canada's Legal Barriers, by Dr. Yvonne Boyer
Honouring the Voices
40 Years of First Nations, Metis, Inuit & Indigenous Health Research in Manitoba
Tuesday, November 24, 2015
Providing Health Care to Northern Manitoba

In order to provide comprehensive health care to the communities we serve, University of Manitoba and private practice consultants from a range of clinical disciplines visit our program areas on a regular basis. Various education programs have been established for undergraduate students and postgraduate physicians. Elective experience and summer programs are available for students in primary care, community health and cross-cultural aspects of health care delivery.

* Formerly J.A. Hildes Northern Medical Unit

For more information:
T. 204-789-3711 F. 204-774-8919
umanitoba.ca/ongomiizwin/healthservices